

PATENT

MS131754.01/MSFTP282US

**CERTIFICATE OF FACSIMILE TRANSMISSION**

I hereby certify that this correspondence (along with any paper referred to as being attached or enclosed) is being faxed to 571-273-8300 on the date shown below to Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

**RECEIVED  
CENTRAL FAX CENTER****AUG 05 2005**Date: 8-5-05Himanshu S. Amin**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re patent application of:

Applicant(s): D. Maxwell Chickering, *et al.*

Examiner: Akiba K. Robinson Boyce

Serial No: 09/681,050

Art Unit: 3623

Filing Date: December 8, 2000

Title: **DECISION THEORETIC APPROACH TO TARGETED SOLICITATION BY  
MAXIMIZING EXPECTED PROFIT INCREASES**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

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**REPLY TO OFFICE ACTION DATED MAY 12, 2005**

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08/12/2005 SMORELAN 00000014 501063 09681050

01 FC:1202 Dear Sir,  
02 FC:1201 100.00 DA  
200.00 DA

Favorable reconsideration of the above-identified patent application is respectfully  
requested in view of the amendments and comments below.

09/681,050

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CONCLUSION

The present application is believed to be in condition for allowance in view of the above comments and amendments. A prompt action to such end is earnestly solicited.

In the event any fees are due in connection with this document, the Commissioner is authorized to charge those fees to Deposit Account No. 50-1063 [MSFTP282US].

Should the Examiner believe a telephone interview would be helpful to expedite favorable prosecution, the Examiner is invited to contact applicants' undersigned representative at the telephone number below.

Respectfully submitted,

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